

Ohlone radio KOHL hits the road

By STEPHANIE GOULD
Entertainment editor

Ohlone College's own 89.3 KOHL will be showing up not only on your radio dial, but all over the community this year, with several remote broadcasts scheduled to stir up some local attention.

With the help of a new transmitter, KOHL has the capacity to be more flexible with wireless transmitting of its signal. The plan is to use that to popularize the station.

Newark Days at the Newark Community Center will be attended by KOHL on Saturday and Sunday, Sept. 17 and 18. Then onto Oktoberfest at the Newark Thunderbird Lodge on Saturday, Sept. 24. And finally, to wrap up the month, KOHL will be at St. Joseph's School at the Mission on Sunday, Sept. 25.

"We want to be out in the community as much as possible," says Bob Dochterman, station man-

At these live mobile broadcasts there will be a D.J. at the KOHL booth as well as one roaming through the festivals to inform KOHL listeners of events, vendors and crowd activity they don't want to miss, as well as to recruit new listeners through visualization of the KOHL booth.

This semester the on air staff at KOHL is topping 50 students according Dochterman. Even with the station's non-stop service (KOHL is on 24 hours a day, 365 days a year), it is still tight giving every D.J. a spot on the airwaves.

The teaching staff and management at the station have built



Staff photo

D.J. Rodney Miller, Station Manager Bob Dochterman and Instructional Assistant Matt Graf at a live KOHL remote broadcast.

up a reputation that commercial stations in the area look to when employment becomes available at their stations. KOHL has placed more than 115 current and previous students in jobs on the commercial market, often more than once. Station managers sometimes call Dochterman up when they are looking for a slot to fill.

One reason Dochterman believes Ohlone turns out so many successful radio students is because at KOHL students are prepared for the real world.

The format is not your typical 'college radio, which is generally alternative music. KOHL formats Contemporary Hit Radio, or CHR (previously referred to as Top 40), which is incidentally the only format of its kind in the Bay Area. Dochterman says CHR is the most difficult format to execute, therefore the students come out of the program understanding the aggressive and fast-moving pace of the high-intensity environment found in radio.

KOHL is also looking forward to moving its offices into the new Smith Performing Arts Center, where they will have two production studios and one on-air studio as well as administrative offices. The new system will be completely digital with music on computer file, making the station virtually paperless. Keeping pace with these new trends is another way KOHL is turning out quality students, says Dochterman.